

ORDER



Orders	Order / Rev: <u>710510</u> Alt Order #: <u>06300538</u> Product Desc: <u>NRCC IE</u> Estimate: <u>3094</u> Flight Dates: <u>09/21/12 - 09/27/12</u> Original Date / Rev: <u>08/29/12 / 08/29/12</u> Order Type: <u>Political</u>	KARE Primary AE: <u>Jim Quinn</u> Sales Office: <u>T-PHI</u> Sales Region: <u>NAT</u>
Agency	Name: <u>National Media Research Planning</u> Buying Contact: _____ Billing Contact: <u>815 Slaters Lane</u> <u>Alexandria, VA 22314</u>	Billing Type: <u>Cash</u> Billing Calendar: <u>Broadcast</u> Billing Cycle: <u>EOM/EOC</u> Agency Commission: <u>15%</u>
Advertiser	Name: <u>NRCC-IE</u> Demographic: <u>A35-64</u> Product Codes: <u>PL-State/Local,IS-Issue/Non</u> Priority: <u>P-2</u> Revenue Codes: <u>AGY, GEN, POL</u>	New Business Thru: _____ Order Separation: <u>00:15:00</u> Advertiser External ID: _____ Agency External ID: _____

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/27/12	30	\$46,100.00	\$39,185.00	September 2012	30	\$46,100.00	\$39,185.00	0.00
					Totals	30	\$46,100.00	\$39,185.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KARE	23%	\$46,100.00
Market	100%	\$200,434.78

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	6%	\$12,026.09
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	17%	\$34,073.91
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$102,221.74
WFTC	3%	\$6,013.04

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KARE

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	09/21/12	09/21/12	M-F	10-1035p	CM	10-1035P		----F--	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
KARE11NWS-10																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 2	KARE	09/21/12	09/21/12	Tonight Show		CM	1035pm-1135pm		----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 3	KARE	09/21/12	09/21/12	M-F	430-5p	CM	430-5P		----F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
JEOPARDY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 4	KARE	09/21/12	09/21/12	NBC	Nightly News	CM	530-6P		----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
NBC NITELY NWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 5	KARE	09/21/12	09/21/12	M-F	6-7a	CM	6-7a		----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE11-SUNRS@6																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 6	KARE	09/24/12	09/24/12	M-F	10-1035p	CM	10-1035P		M-----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
KARE11NWS-10																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12																	
E 7	KARE	09/24/12	09/24/12	Tonight Show		CM	1035pm-1135pm		M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12																	
E 8	KARE	09/24/12	09/24/12	M-F	430-5p	CM	430-5P		M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
JEOPARDY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12																	
E 9	KARE	09/24/12	09/24/12	M-F	6-7a	CM	6-7a		M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE11-SUNRS@6																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12																	
E 10	KARE	09/22/12	09/22/12	Saturday Night Live		CM	1030P-1202A		-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
SAT NITE LIVE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 11	KARE	09/22/12	09/22/12	Sat	5-530p	CM	5-530P		-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
KARE11NWS-5																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 12	KARE	09/22/12	09/22/12	Sat	6-630p	CM	6-630P		-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
KARE11NWS-6 SA																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12																	
E 13	KARE	09/22/12	09/22/12			CM	630pm-7pm		-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 630-7p MN Bound															
MINN BOUND															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 -----S- 1 \$850.00 0.00															
E 14	KARE	09/22/12	09/22/12	Sat 8-10a	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
KARE11 NWS SAT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 -----S- 1 \$750.00 0.00															
E 15	KARE	09/23/12	09/23/12	Sun 5-530p	CM	5-530P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
KARE11NWS-5															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 -----S 1 \$1,100.00 0.00															
E 16	KARE	09/23/12	09/23/12	NFL Regular Season Fo@M	715-1030P	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00	
NFL Regular Season Footba															
NBC SUN-FTBL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 -----S 1 \$8,000.00 0.00															
E 17	KARE	09/23/12	09/23/12	SUN TDY	CM	8-9a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
NBC Today Show (Su)															
SUN TODAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 -----S 1 \$350.00 0.00															
E 18	KARE	09/27/12	09/27/12	Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
Tonight Show															
TONITE SHW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 ---T--- 1 \$800.00 0.00															
E 19	KARE	09/27/12	09/27/12	M-F 430-5p	CM	430-5P	---T---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
Jeopardy															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 ---T--- 1 \$900.00 0.00															
E 20	KARE	09/27/12	09/27/12	NBC Nightly News	CM	530-6P	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
NBC Nightly News															
NBC NITELY NWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 ---T--- 1 \$3,000.00 0.00															
E 21	KARE	09/27/12	09/27/12	M-F 6-7a	CM	6-7a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE 11 Sunrise M-F															
KARE11-SUNRS@6															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 ---T--- 1 \$850.00 0.00															
E 22	KARE	09/25/12	09/25/12	Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
Tonight Show															
TONITE SHW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 -T----- 1 \$800.00 0.00															
E 23	KARE	09/25/12	09/25/12	M-F 430-5p	CM	430-5P	-T-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
Jeopardy															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 -T----- 1 \$900.00 0.00															
E 24	KARE	09/25/12	09/25/12	NBC Nightly News	CM	530-6P	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
NBC Nightly News															
NBC NITELY NWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 -T----- 1 \$3,000.00 0.00															
E 25	KARE	09/25/12	09/25/12		CM	6-7a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7a KARE 11 Sunrise M-F															
KARE11-SUNRS@6															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 09/24/12	09/30/12	-T-----		1	\$850.00	0.00									
E 26	KARE	09/26/12	09/26/12	M-F 10-1035p	CM	10-1035P	--W----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
KARE News 10p															
KARE11NWS-10															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 09/24/12	09/30/12	--W----		1	\$2,750.00	0.00									
E 27	KARE	09/26/12	09/26/12	Tonight Show	CM	1035pm-1135pm	--W----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
Tonight Show															
TONITE SHW															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 09/24/12	09/30/12	--W----		1	\$800.00	0.00									
E 28	KARE	09/26/12	09/26/12	M-F 430-5p	CM	430-5P	--W----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
Jeopardy															
JEOPARDY															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 09/24/12	09/30/12	--W----		1	\$900.00	0.00									
E 29	KARE	09/26/12	09/26/12	M-F 6-7a	CM	6-7a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE 11 Sunrise M-F															
KARE11-SUNRS@6															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 09/24/12	09/30/12	--W----		1	\$850.00	0.00									
E 30	KARE	09/26/12	09/26/12	Wed Prime	CM	8-9P	--W----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
LAW ORDER:SVU (8:00 PM-9:00 PM)															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 09/24/12	09/30/12	--W----		1	\$1,750.00	0.00									
Totals															30 \$46,100.00